

for government support or subsidize may be more attractive to invest.

● Look for investors with expertise should look for investment firms comfortable with alternative energy money already in the sector. Invest in the new energy markets may have in transforming innovative lease into a viable business.

● Show some success: Just because technology is a hot field, start-ups; some they can draw big money, will ideal. Investors are also looking for ward creating a product or solution

### FINDING FUNDING FOR ENERGY START-UPS

WITH OIL PRICES high, investors are betting on the quest for new and cleaner energy sources.

Venture capitalists in North America put \$13 million into clean-technology deals in the first quarter of 2006, the most for a single quarter in the past six years, according to Clean-Tech Venture Network, an Ann Arbor, Mich., industry monitor. Clean energy technologies include possible new fuels for cars and trucks, as well as wind, solar and other alternative methods for generating electricity.

While financing has been plentiful supply, venture capitalists and clean-technology entrepreneurs who have already found their angels say newcomers are going to have to make a

### Online Today: You can read the full story at StartupJournal.com

**Q:** What is one of your biggest challenges when they are making a challenge by getting out there in every way possible and part of the community.

**A:** Trying to be the first in mind of a market when the radio station broadcasts from the store and listeners come in. I advertise on a Des Moines community Web site, which has a small cost of \$30 to \$45 each month, and a local children's magazine, which was \$50 for a children's coupon. Word-of-mouth advertising is also important.

**Q:** Do you advertise in any low-cost venues?

**A:** Yes. Hispanic radio stations in Des Moines have skyrocketed in popularity since the Hispanic population has increased. I have live reports in which the radio station broadcasts from the store and listeners come in. I advertise on a Des Moines community Web site, which has a small cost of \$30 to \$45 each month, and a local children's magazine, which was \$50 for a children's coupon. Word-of-mouth advertising—most of that money is put into the fund.

**Q:** Do you have any advertising tips for franchisees?

**A:** Absolutely, there is a lot of local We have a strong relationship with where students come in and have a we donate 10% of sales to a school.

**Q:** Do you try to make your store a part of the community?

**A:** Absolutely, there is a lot of local We have a strong relationship with where students come in and have a we donate 10% of sales to a school.

**Q:** Do you have any advertising venues you like to try?

**A:** Cable television offers a great When Little Caesar's went on national, sales skyrocketed. We'll have commercials on cable television the weeks of October. I'm excited to see it will have.

**Q:** You work with a marketing representative on a regular basis to figure out what's best for your market. You contribute money to a pool, and you can stockpile it or use it monthly. We regularly insert print ads in the Des Moines Register, which is the local paper, and that's my primary vehicle for advertising. CICT's is making a push to electronic media in October, which will be a mix of cable, radio and satellite radio spots. I spend about \$2,300 each month on advertising—most of that money is put into the fund.

**Q:** What help do you get from the franchisor to get the word out about your business?

**A:** RANDI PAPERELLO, 43 years old, opened her second CICT's Pizza franchise in Des Moines, Iowa, in May. A longtime pizza franchisee, she owned Little Caesar's Pizza stores that she sold before buying a CICT's franchise in 2004. start-upjournal spoke with Ms. Paperello about her advertising techniques. Here are excerpts from the conversation.

### Q&A: LOW-COST MARKETING

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# THE JOURNAL REPORT ONLINE

### RECOMMENDING READING

"Permission Marketing: Turning Strangers into Friends and Friends into Customers" by Seth Godin

"Mr. Godin sets the stage for today's integrity-based marketing philosophy. His big statement is that marketers can no longer rely on interruption marketing tactics such as magazine ads, radio, television or unsolicited direct mail. Instead, they must subscribe to the philosophy of permission marketing and earn the trust of the people they want to serve by getting permission to follow up and build additional trust over time."

"Love is the Killer App: How to Win Business and Influence Friends" by Tim Sanders

"This is a book that taught me how to love net-working. Mr. Sanders also helped me see that being a lover in work and life would help me get ahead. His big statement is that a kill-or-be-killed mentality won't get you far in today's business environment but that sharing your intangibles will, such as your network, knowledge and compassion."

"Blogwidit: A Guide for Small Business Blogging" by Andy Wibbel

"Blogging is one of the most effective ways to not only send your messages to the people you'd like to serve, but to also create a dialogue with your customers or potential customers. About 50,000 new blogs are created each day. So, if you're a business owner or marketer and you don't think it important or relevant to understand what's going on in the blogosphere, then you might not be part of the future."

"The Ziglar's Secrets of Closing the Sale" by Zig Ziglar

"If you sell anything at all, read this book. No one knows more about sales than Zig Ziglar."

"The Paradox of Choice: Why More Is Less" by Barry Schwartz

"In order to market or sell anything, we must understand how people make choices, and this book has a simple but profound message about how we